

Biotic Communities Commercial Requirements

The Arizona Office of Tourism is always looking for unique ways to increase the number of visitors to our state, and they need your help. They are extremely pleased with all of your work on biomes and biotic communities, and they believe that this angle is an untapped resource. Your production team has been asked to develop a short commercial advertising one of the biotic communities of Arizona, with the ultimate goal of motivating more people to visit that particular region. However, the Office of Tourism is very specific about what they are looking for. Be sure to follow the requirements listed below.



Your commercial must:

- Be developed using Microsoft PowerPoint
- Be fully automated (you should not have to advance the slides with the mouse, keyboard, or any other device)
- Last between 30 and 45 seconds
- Focus on your assigned biotic community
- Describe the climate and location of the biotic community
- Feature at least three animals and three plants that can be found in that community along with interesting facts and adaptations about each one
- Contain plenty of pictures, graphics, video, or sound relevant to the topic
- Give at least three reasons why someone should visit
- Include a catchy and memorable slogan to promote tourism to the community

In addition, you must submit a list of all the sources used to develop the commercial. These should be cited in proper format. There should be at least three references used.

Please refer to the rubric on the back to see how each of the commercials will be evaluated.



Commercial Rubric

Use the following rubric to assist as you create your commercial.

CATEGORY	4	3	2	1
Required Content	All required elements (climate, location, 3 animals, 3 plants, 3 reasons, and slogan) are present.	One of the required elements is missing.	Two to three of the required elements are missing.	More than three of the required elements are missing.
Accuracy of Content	All facts included in the commercial are accurate and can be verified with the sources provided.	All facts appear to be accurate but some cannot necessarily be verified with the sources provided.	Most of the facts can be verified but one or two may be incorrect.	More than two of the facts are incorrect.
Mechanics	There are no spelling or grammatical errors in the commercial.	There is only one spelling or grammar mistake.	There are a few (two to four) spelling or grammar mistakes.	There are more than four spelling or grammar mistakes.
Timing	Commercial falls within the required time frame of 30 to 45 seconds.	Commercial falls outside the required time frame by no more two seconds.	Commercial falls outside the required time frame by three to five seconds.	Commercial falls outside the required time frame by more than five seconds.
Audiovisual	All photos, video, and sound make a valuable contribution to the message of the commercial.	Most of the photos, video, and sound are relevant but there are a few that distract from the overall message.	Commercial is text-heavy because there are not enough photos, video, or sound.	There are no photos, video, or sound, or these elements are irrelevant and poorly chosen.
Attractiveness and	The commercial is unique, creative, visually appealing, and well organized.	The commercial is visually appealing and well organized.	The commercial is well organized but does not gain the interest of the audience.	The commercial is hard to follow and lacks organization.
Citations	There are at least three sources used and they are correctly cited.	There are at least three sources but they are not correctly cited.	There are only one or two sources cited.	There are no sources cited.

